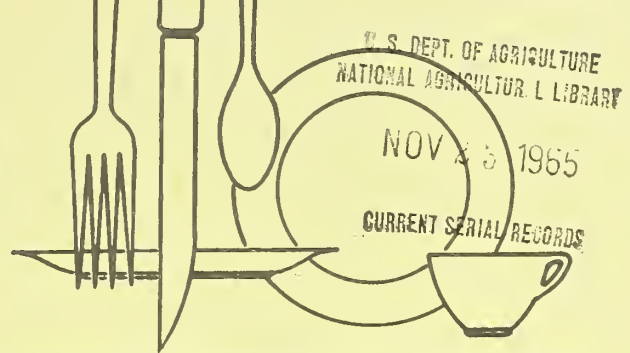


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FOOD-VUE



A SUMMARY OF THE FOOD OUTLOOK DESIGNED TO GIVE ADVANCE INFORMATION TO FOOD EDITORS

U. S. Department of Agriculture
Consumer and Marketing Service

September 29, 1965
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MEATS..... Production of red meats is expected to dip 2-1/2 to 3% from last year's 32.7 billion pounds. As for beef, cattle feeders have reported intentions to market 6% more cattle in the third quarter of this year than in that period last year. But this would be only slightly more than in the second quarter of the current year. If the June-November pig crop totals around 37.5 million head, as appears likely, the combined spring-fall pig crop this year will total 80.7 million head. That's 9% below a year earlier, 15% under 1963, and the smallest since 1953. Slaughter of sheen and lambs, which fell below 1964 levels the first half of this year, is expected to continue below throughout the fall and into next year. Per capita consumption of all red meats this year likely will average about 168-169 pounds--down 6 to 7 pounds from record levels rung up last year. While little change is expected for beef, pork consumption probably will be at least 6 pounds lower than the 65 pounds per capita consumed a year earlier.

POULTRY AND

EGGS..... Marketings of broiler-frvers, based on head slaughtered under Federal inspection in the weeks ended September 15, ran 8% above a year ago. November marketings are expected to be well above last year's. As for turkeys, in the 4 weeks ended September 15 liveweight farm marketings were 14% above that period last year. Based on poult placements, farm marketings also are expected to run higher than in 1964 the rest of the year. The turkey crop, expanding for the third consecutive year, is expected to total 103.7 million birds, or 4 million above last year's. Cold storage holdings on September 1 were 142 million pounds--5% below a year ago but near average for that date. Eggs: Production in August was up around 1%, compared with a year earlier. Fall supplies are expected to decline slightly under year-ago levels.

DAIRY..... Third quarter milk production is likely to dip seasonally. Lower production in July and August than a year earlier indicates that the quarter's production level will be slightly under last year, though hay and pasture conditions are improving. Total civilian consumption is likely to be about the same as 1964, but per capita consumption may show a decline from last year's 628-pound average.

VEGETABLES.. For the fresh market, fall production estimated to date runs 30.4 million hundredweight, or about the same as a year earlier. September 1 estimates usuaally account for about four-fifths of total fall output. Prospective production of 8 leading vegetable crops grown for processing totals 4% larger than last year and 6% above average. The fall potato crop is the largest of record and 22% above a year ago. Total output of all seasonal groups of potatoes is an estimated fifth above last year. Winter potato

planting intentions for 1966 are placed at 21,200 acres as against 19,500 a year earlier. As for sweet potatoes, the 1965 crop is estimated to be 13% larger than last year and 2% above average. On September 1, cold storage holdings of frozen vegetables and french fried potatoes totaled 1 billion, 104 million pounds. That's slightly more than a year earlier, and compares with average for the date of around 1 billion pounds.

FRUITS..... The apple crop was forecast as of September at 133.2 million bushels, 2% more than month-earlier figures. While the crop is 4% smaller than 1964, it's 9% greater than average. The pear crop is slightly larger than earlier estimates, with production now estimated at 19,117,000 bushels. That's 36% smaller than last year's large crop, and 27% below average. Pacific Coast Bartletts are forecast at 11,092,000 bushels--48% less than last year and 37% below average. California Bartletts are estimated at 7,292,000 bushels, or less than half 1964 production. September 1 estimates place the grape crop at a record 3,977,580 tons--5% above the previous record set in 1963. California and Michigan plums are estimated at 128,300 tons. That's 1% above the previous record (1964) and 31% more than average. California's dried prune production is estimated at 175,000 tons (dried basis), which is 3% below last year but a fourth larger than average. The prune output in Idaho, Washington and Oregon, placed at 55,500 tons, fresh basis, runs 22% below last year and a tenth under average. Cranberries, based on the August 15 estimate, are expected to total 1,296,000 barrels. That's 4% smaller than last year's turnout, but 1% above the recent 5-year average. Frozen fruit holdings on September 1 totaled 578 million pounds--about the same as a year earlier, but 8% larger than average for that date. On September 18 stocks of frozen concentrated orange juice were 40 million gallons, as against 22 million gallons on that same date last year.

NUTS..... The pecan crop, forecast at 256.3 million pounds, is almost half again as large as the short 1964 crop, and 26% above average. However, it's 30% smaller than the record produced in 1963. California almonds, estimated at 76 thousand tons, are 1% less than a year ago but nearly a fourth above average. The walnut crop, placed at 78,800 tons, is 12% below last year but 8% larger than average. Filberts, forecast at 7,230 tons, are a 10% decrease from last year and a fifth below average. The peanut crop, estimated at 2 billion, 350 million pounds, will be the largest harvest on record.

RICE..... This year's production is the largest yet, more than 76 million hundred-weight, which is 5% greater than last year's record.

The Plentiful Foods Program

THE PLENTIFUL FOODS PROGRAM

The Consumer and Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

NATIONAL APPLE WEEK.....Oct. 14-23	EGGTOBER.....Oct. 1-31
NATIONAL SCHOOL LUNCH WEEK...Oct. 10-16	RICE HARVEST FESTIVAL.....Oct. 1-31
FISH 'N SEAFOOD PARADE.....Oct. 1-31	YAMBILEE.....Oct. 1-31
OCTOBER CHEESE FESTIVAL.....Oct. 1-31	

The following foods will be in plentiful supply during November:

TURKEYS, APPLES, POTATOES, ONIONS, PRUNES, CABBAGE, SPLIT PEAS, RICE, FROZEN CONCENTRATED ORANGE JUICE, and in the Southeast and Southwest, SWEET POTATOES.